

BUSINESS CARD
MAIN PROFESSIONAL EDUCATIONAL PROGRAM
HIGHER EDUCATION - BACHELOR'S PROGRAMS
DIRECTION OF TRAINING: 38.03.05 BUSINESS INFORMATICS
PROFILE: DIGITAL BUSINESS
ENROLLMENT OF 2022

LEADERS
BASIC PROFESSIONAL EDUCATIONAL PROGRAM - BACHELOR LEVEL



Nazarov
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Position: Professor of the Department of Business Informatics

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PROFILE CHARACTERISTICS

Business Informatics is the direction of training IT analysts. Modern digital technologies are high-tech, innovative and highly demanded business. A special place in it belongs to IT specialists who manage at all levels both in IT companies creating new products and services, and in companies using digital services and technologies for doing business. Business Informatics is an interdisciplinary area of higher professional education that focuses on the design, development and use of digital platforms and digital technologies for business, government and society.

PROGRAM ADVANTAGES

Education at the crossroads. The combination of disciplines in economics, management, computer science, business provides a set of knowledge necessary for successful professional activity in the digital economy and helps to create both our own IT projects and develop promising concepts for customers.

A graduate in Business Informatics possesses a unique set of skills that are in demand in any modern enterprise. A specialist in this field is able to: analyze and design business processes in an enterprise, build mathematical and structural models of business processes, plan a strategy for the development of digital services and digital technologies for enterprise management, provide analytical support for decision-making processes, create new businesses based on innovations in the field digital technologies and much more.

A wide range of choice in the field of professional activity. Graduates can work as IT managers, managers in the field of innovative business, business analysts, leaders of IT-based business projects, managers of corporate digital systems, architects of digital platforms and services.

COMPETENCES OF THE GRADUATES ARE FORMED IN ACCORDANCE WITH THE QUALIFICATION REQUIREMENTS FOR SPECIALISTS IN WORK WITH BIG DATA

As a result of mastering the program, the graduate:

- is able to identify, form and agree on the requirements for the results of analytical work using big data technologies;
- is able to plan and organize analytical work using big data technologies;
- is able to prepare data for analytical work on the study of big data;
- is able to conduct analytical research using big data technologies in accordance with customer requirements.

AREA OF PROFESSIONAL ACTIVITIES

Our graduates work in all areas of the digital economy related to the use of digital services and technologies. These are any enterprises of state and private departments, NGOs, OJSCs and CJSCs, scientific design and engineering organizations, bodies engaged in social work and any other enterprises that require specialists with the acquired knowledge.

STRATEGIC PARTNERS

FORMS OF INTERACTION

- SAP company
- Ural Bank Sberbank PJSC
- PJSC "UbRiR"
- Central Bank of the Russian Federation
- Company "Simaland"
- SKB Kontur
- Ministry of Economy of the Sverdlovsk Region
- Department of Informatization and Communication of the Sverdlovsk Region
- Company Web2Win
- Administration of Yekaterinburg

- Conducting round tables, conferences, workshops
- Conducting internships for students and teachers
- Conducting open lectures
- Participation in corporate events
- Educational marathons
- Master classes
- Hackathons
- Olympiads, tournaments, forums